VOLUME 14 • ISSUE 1

THE AMBASSADOR
Newfoundland & Labrador • Canada

Bringing Newfoundland and Labrador to the World

In This Issue...

• Find out how the Ireland Business Partnerships (IBP) helps facilitate closer ties between Newfoundland and Labrador and Ireland.

• Discover the intriguing world of seabed mapping.

Did You Know

• Kevin Collins from Placentia, Newfoundland and Labrador, recently signed a music publishing deal with Rosette Music of Ireland.

• Ireland's Waterford Institute of Technology has a Centre of Newfoundland and Labrador Studies which promotes student exchanges and builds academic programs between Newfoundland and Labrador and Ireland.

• Spirit of Newfoundland Productions, the sole Canadian entry competing in the Waterford International Festival of Light Opera held last September, won the Adjudicator's Award for their performance Nunsense.

• The Town of Tilting on Fogo Island is a registered heritage district and is recognized as a rare example of an Irish-Newfoundland and Labrador outport.

• In July 2005, Steve Fossett and Mark Rebholz recreated the first direct crossing of the Atlantic from Newfoundland and Labrador to Ireland by British aviators Alcock and Brown in 1919 in a Vickers Vimy biplane.

• Quintessential Vocal Ensemble (QVE) was awarded 2nd prize at the Cork International Choral Festival on April 30 in Ireland. QVE was the only choral group selected to represent Canada.

• The second annual Festival of the Sea, an Irish/Newfoundland and Labrador celebration of culture, heritage and community will be held on the southern Avalon September 15-23, 2006. Check the Ireland Business Partnerships (IBP) website www.ibp.nl.ca for more details.

IRELAND BUSINESS PARTNERSHIPS make connections between economies

If you want to do business with Ireland, Cathy Duke wants to know about it. Duke is the Executive Director of the Ireland Business Partnerships (IBP) and her mandate is to facilitate closer ties between Newfoundland and Labrador and the Celtic Tiger.

Cathy Duke, Executive Director

The Ireland Business Partnerships' roots go back to 1996 when the provincial government recognized the value of exploring connections between the province and Ireland. A Memorandum of Understanding (MOU) was signed between the two governments. This was an unusual undertaking between an independent country and a province and underscores the historic ties between the two cultures. The IBP was then instituted as a non-profit business organization and jointly funded by the provincial government and private investment.

Initially, the partnership built awareness and researched areas for collaboration. Then in 2001, the Irish government established the Ireland Newfoundland Partnership, a mirror organization of the IBP, to facilitate collaborations between Ireland and Newfoundland and Labrador. When Premier Danny Williams and Kathy Dunderdale, Minister of Innovation, Trade and Rural Development (INTRD) and Minister responsible for IBP, visited Ireland in 2004, they recognized that an opportunity to develop stronger business ties with Ireland existed. Premier Williams and Taoiseach Bertie Ahern of Ireland re-signed the MOU in July 2004 and in the fall of 2004, the IBP was brought into the provincial Department of Innovation, Trade and Rural Development where it benefits from an increased budget and access to government resources and expertise.

"Newfoundland and Labrador's relationship with Ireland has grown significantly in the last decade," said Premier Williams. "The collaboration between our Ireland Business Partnerships and the Ireland Newfoundland Partnership in Dublin has enabled both jurisdictions to focus on strategic opportunities, such as international trade, ocean and marine technology, culture and heritage, and education."

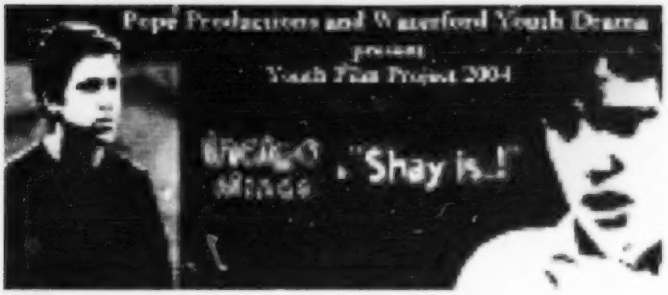
"Our mandate is clearly based on an economic agenda, says Minister Dunderdale. Partnerships being pursued can be business-to-business, they can be based on capacity building and the sharing of best practices, or economic development strategies and approaches. Past initiatives have focused heavily on culture, and while these will continue, the IBP wants to also focus on the commercial benefits from the Newfoundland and Labrador-Irish cultural connection, such as promoting sales for poets and writers, film producers and musicians."

The IBP's role is to help companies that are ready to enter the Irish market and, by extension, the entire European Union, to get the tools and help they need to do so successfully. When the new initiative was first announced the IBP received a flurry of interest and it wants to ensure the momentum continues.

"I feel that the IBP is well-positioned to assist Newfoundland and Labrador companies to explore business opportunities in Ireland and the greater EU. I am confident that there will be increased business deals signed in the future," says Duke.

www.ibp.nl.ca
www.inp.ie

CULTURAL ROUTES
to business opportunities



Youth Film Project

Paul Pope, Pope Productions

"Co-productions work best when there is an organic, creative reason to work together," says Paul Pope, the veteran film producer and President of St. John's-based Pope Productions. "The similarities between Ireland and Newfoundland and Labrador lend themselves to the situation where we can produce programming that is of interest to both the Irish and the Canadian markets." Pope says, "If we can achieve this, it makes us more competitive on the world market because we can spread our production costs over the two countries."

Pope believes he has found synergy with Irish co-producer Grand Pictures. Together, they are developing an eight-million dollar television drama series, Atlantic Sound, to be broadcast by the Canadian Broadcasting Corporation and Radio Telefís Éireann. This kind of relationship exemplifies the Ireland Business Partnerships' (IBP) current strategy in supporting collaborations within cultural industries and growing the economic potential of the sector.

In the last eight years, IBP's focus on cultural connections has been at the developmental stage, centering on collaboration, research and artist exchanges. "The activity wasn't necessarily around an economic agenda," says Cathy Duke, IBP Executive Director. "Now we're moving forward. Our provincial Department of Tourism, Culture, and Recreation has recently developed a cultural industries strategy and we are seeking commercial opportunities for our artists, whether that's in poetry and writing, film, theatre or music."

The provincial literary sector is burgeoning with authors like Lisa Moore, Michael Crummey and Michael Winter making headlines and being short-listed for prestigious awards both nationally and internationally. Many Newfoundland and Labrador authors are well known in Ireland. One vehicle that has helped their visibility is the March Hare, a literary event that originated on the west coast of Newfoundland and Labrador.

Created by internationally-acclaimed writer, the late Al Pittman, the March Hare has grown from a one-evening show to a much-anticipated, multi-day event with writers from both sides of the Atlantic performing in communities across Newfoundland and Labrador. A few years ago, the Hare hopped the Atlantic to promote an exchange of poets. Newfoundland and Labrador writers now participate in Waterford's Sean Dunne Literary Festival while Irish poets enthrall audiences on Newfoundland and Labrador soil.

"Interest in Newfoundland and Labrador by Irish poet, John Ennis, led to an anthology," says the Hare's artistic director, Randall Maggs. Two anthologies, comprising works of Newfoundland and Labrador and Irish poets, have been published and distributed in both countries to date, while a third is in the works.

"There's an elaborate event planned for 2007 to celebrate our twentieth anniversary and our project manager Rex Brown is the driving force behind it," says Maggs, outlining how the Hare will scamper around Ireland for ten days, and return to Newfoundland and Labrador for one week. A fourth anthology, comprising poetry and prose of past Hare performers, will be published by St. John's-based Breakwater Books and will be launched in both countries. There will also be a compilation music CD developed by Newfoundland and Labrador's Pamela Morgan.

"In terms of raising the level of awareness of our writers, and providing them with the opportunity to sell their products in Ireland, the March Hare is a good illustration of what we're trying to achieve across our cultural industries," says Duke.

www.popeproductions.com

DOING B[illegible]
across the sea

Aloysius Ducey was seeing green before he went to Ireland. He and brother Derek had been designing septic systems at their Mount Pearl-based company and were keen to expand their business into the ever-growing environmental protection market.

A few years ago an opportunity arose through the Ireland Business Partnerships (IBP) to participate in a trade mission to Ireland. Once there, they met with Seamus Butler of Butler Manufacturing Systems to review his Blivet Sewage Treatment System, an all-in-one product that has been installed in European and Asian markets. The Duceys successfully obtained a licensee agreement to manufacture and sell the Irish-designed product within the North American Free Trade Agreement (NAFTA) market through a newly-created partnership, Blivet Marketing Services North America (BMS NA).

Now the Duceys are seeing a different kind of green. Through their U.S. sales representative, they recently won a contract to develop and deliver two BlivetTM units to the United States Military for use at the Jalalabad Airfield in Afghanistan.

"They were built one hundred per cent here," says a pleased Ducey. BMS NA has two other Newfoundland and Labrador companies helping with the manufacturing of the system including Shamrock Manufacturing of Branch and M.I.R Ltd. of St. John's. The system can be utilized in both permanent and mobile applications and is particularly suitable for populations of between 200 and 3,000, making it an ideal choice for rural municipalities.

As environmental industries continue to emerge as a key sector for economic growth, the Duceys are looking primarily at the U.S. and South American markets.

"They're servicing a different market than would be serviced out of the Irish plant, so it works well," says Cathy Duke, IBP's Executive Director, who describes this Irish-Newfoundland and Labrador technology transfer and partnership as a perfect example of their new business-to-business trade initiative.

(Continued on page 3)

DOING B-2-B

(Continued from page 2)

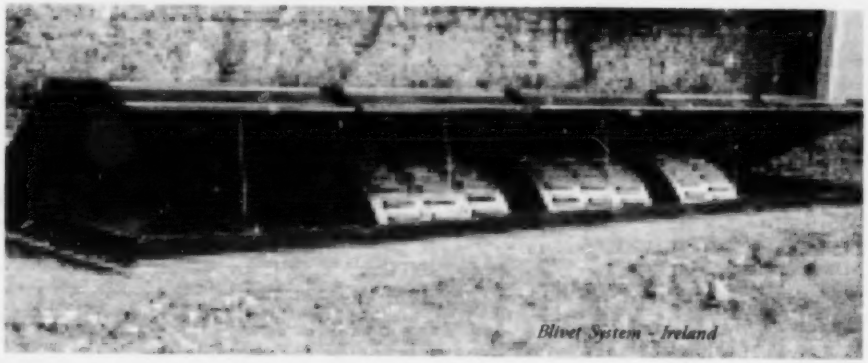


Photo credit: CMT Inc.

Blivet System - Ireland

While previous trade missions to Ireland were one-offs, IBP's new strategy is to work closely with export-ready companies and to do a lot of upfront homework before even embarking on a mission.

"We'll work with companies, assess their export readiness, study the marketplace and then work to match them up with other companies in that marketplace," says Duke. IBP is now looking to Ireland both as a market for Newfoundland and Labrador companies and as a gateway into the European Union.

"Our focus is business-to-business, with small, very specific trade missions, and research into key industry sectors," says Duke who adds that the Department of Innovation, Trade and Rural Development has successfully used the strategy in the eastern seaboard of the U.S.

With BMS NA successfully launched, IBP is proactively pursuing opportunities for other Newfoundland and Labrador companies. C&W Industrial Fabrication & Marine Equipment Ltd. is one such company. A local manufacturer of seafood processing equipment, C&W has twice won the Newfoundland and Labrador Export Award and has already delivered product to Ireland.

Owner Terry Crane says they recently participated in a reconnaissance trip to explore both the possibility of direct sales and partnering with an Irish fabricator to pursue expansion in the Irish marketplace.

www.cmtnfld.com
www.cwindustrial.com

BUOY, OH BUOY:
Swell times in the marine technology sector

When Ireland was interested in mapping its seabed a few years ago, they sought expertise from Newfoundland and Labrador. The Canadian Centre for Marine Communications (CCMC) was a natural choice to manage the project, develop the implementation plan and provide scientific advisors. After all, the province's marine and technology sector has been rapidly developing capacity in one of the world's harshest marine environments, the North Atlantic. This sector has been growing at an annual rate of up to 18 per cent over the past five years, according to Les O'Reilly, Executive Director of OceansAdvance, a regional technology cluster initiative.

Multi-beam sonar image of seabed elevation. Yellow represents shallow water and the blue/purple represents deep water.

A result of the Ireland seabed survey collaboration was the establishment of the Atlantic Partnership. The partnership represents an agreement between CCMC, the Irish Marine Institute and the Geological Survey of Ireland to pursue opportunities and to exploit the knowledge emerging from the initial project.

Given Ireland's experience in seabed mapping and Newfoundland and Labrador's skill in the interpretation of real-time data from the oceans, a partnership between the two countries to pursue international seabed mapping contracts became a natural next step. The Irish and Newfoundland and Labrador governments, in conjunction with the Atlantic Partners, have recently partnered on a market study and business plan to pursue international seabed mapping contracts in the marine and geosciences sectors.

Ireland mapped its seabed in response to a call by the United Nations Convention on the Law of the Sea (UNCLOS) for coastal nations to apply for extension of their sovereignty beyond the 200 mile limit. A requirement was the completion of a seabed map of the nation's territorial boundaries. Seabed delineation under UNCLOS, and other seabed mapping for large marine ecosystems, can open up tremendous international marketing opportunities.

"There is a growing global recognition of the value of the oceans, but many coastal states also recognize they don't have the capability and capacity to understand and manage their resources," says Ron Newhook, President and CEO of CCMC.

The next stage for the ocean technology sector is in ocean observation. All the buoys are beginning to line up.

"Ocean observation is all about collecting data, turning it into information and using it to make better decisions to manage human interaction with the ocean in a sustainable fashion," says Newhook.

A series of ocean monitoring systems using satellites, surface buoys and subsurface sensors exists in parts of coastal Europe and the eastern seaboard of the U.S. but there's a big knowledge gap. There's no integrated observation system for the north Atlantic Ocean and that promises a swell of opportunity for marine sector consortiums ready to take the plunge.

O'Reilly lists other forces that are a global wake-up call for the ocean environment. "Climate change, the tsunami off Indonesia, Hurricane Katrina, maritime security and surveillance, resource extractions – we need to understand the ocean in a more proactive way and we need to be able to explore and access its resources," he says.

www.oceansadvance.net
www.ccmc.nf.ca

SIR WILFRED GRENFELL COLLEGE'S ties with Ireland go back a long way

Even though the west coast of the island portion of Newfoundland and Labrador may not be the first place one looks when searching for an Irish connection, that hasn't stopped the faculty and staff of Memorial University of Newfoundland's Sir Wilfred Grenfell College (SWGC) from developing some unique and lucrative ties with their counterparts in Ireland.

"It's been a well-kept secret that we've been working with the Irish as long as anyone," says Grenfell College principal, Dr. John Ashton. "Our connections on the literary and theatre fronts are of fairly long standing."

This year marks the inauguration of a couple of exciting new facets to that connection. In March 2006, SWGC launched a program of learning vacations in collaboration with the Institute of Art, Design and Technology (IADT) at Dun Laoghaire. SWGC will provide the programming and venue and IADT will be responsible for marketing and travel arrangements. The two institutes will share costs and revenues. This June the first 20 participants will com. from Ireland to Corner Brook for one week to study landscape painting and digital photography. Most will likely stay on as tourists.

"It's a significant influx of visitors and money into the region and depending on its success we'll enlarge it and do several next year," says Dr. Ashton. The plan is to eventually run courses all summer long and supplement the visual arts component with programs in culture and heritage and adventure tourism.

Left, Dr. John Ashton, SWGC, Centre, Mr. Tony Niland, IADT, Right, Dr. Wade Bowers, SWGC

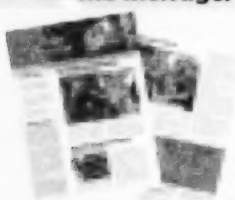
Grenfell College is also introducing a new Bachelor of Arts Degree in Tourism Studies and is working with the Tourism and Hospitality Research Group at the Waterford Institute of Technology (WIT) to provide professional development services in Ireland and in Newfoundland and Labrador. To foster student exchanges between the two institutes, students from SWGC will be given the opportunity to travel to WIT's annual Tourism and Hospitality Management Conference.

When the Waterford Institute's new degree program in Tourism Management receives formal approval, an agreement will be signed for a formal student exchange at the third-year level in their respective programs. This fall Dr. Richard Hayes, head of WIT's Tourism Program, will attend a professional development seminar on Destination Management in Corner Brook organized jointly by SWGC and the Centre for Tourism and Cultural Change at Sheffield Hallam University in England.

Sir Wilfred Grenfell College is leading the way in developing western Newfoundland and Labrador as a 'learning region' with a knowledge-based economy and strong international links.

www.swgc.mun.ca

HELP spread the message!



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That's why we have the Ambassador E-News. It's a periodical e-mail we send to all of our Ambassadors and subscribers. It has links to current news, conferences and events, local media, economic facts and all the great things happening in our province. But we can't keep you up to date if we don't know how to reach you. Simply send us your e-mail address to ambassador@gov.nl.ca and we'll be happy to add you to the list.

GOVERNMENT OF NEWFOUNDLAND AND LABRADOR
Department of Innovation, Trade and Rural Development

This newsletter is a publication of the Ambassador Newfoundland and Labrador Program (ANLP). ANLP is managed and delivered by the Department of Innovation, Trade and Rural Development, Honourable Kathy Dunderdale, Minister

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